

Bloomington Urban Enterprise Association
AGENDA
City Hall, McCloskey Conf. Room - 401 N. Morton St.
February 13, 2019
12:00 PM

- I. Roll Call**
- II. Approval of Minutes**
 - January 9, 2019
- III. Reports from Officers & Committees**
 - Director's Report
 - i. Renewal Hearings
 - ii. EZID Process
 - Financial Report
- IV. New Business**
 - Welcome and Introduce Matthew Cole
- V. Unfinished Business**
 - Final Approval of Marketing/Communications RFQ and bid solicitation
- VI. General Discussion**
 - CDFI Update (Alex/Jane)
- VII. Adjournment**

Next BUEA Meeting will be on March 13, 2019

**Bloomington Urban Enterprise Association
Board Meeting Minutes
City Hall, McCloskey Conf. Room - 401 N. Morton St.
1-9-19**

ROLL CALL

Members Present: Julie Donham, Jane Kupersmith, Chris Sturbaum, Paul Ash, Margaret Fette

Members Absent: Darcie Fawcett, Jackie Yenna

City Staff Present: Brian Payne, Laurel Waters

APPROVAL OF MINUTES – December 12, 2019

Jane made a motion to approve the minutes. Paul seconded that motion. Motion passed unanimously.

REPORTS FROM OFFICERS & COMMITTEES

Director's Report – Brian reported the following:

Brian reported on membership. Darcie Fawcett has stepped down and assumed her duties as judge. Darcie is a City Council appointment and the only requirement is that the replacement be a zone resident, and cannot be the same political party as Margaret. Brian will work with Steven Lucas. The appointment's committee will meet 1.9.19 at 6pm. This will only be a discussion. Chris explained this is a three member committee, Jim Sims, Allison Chopra, and Chris Sturbaum. Procedural discussion ensued.

Brian reported on the progress of the Zone renewal and how it will progress through the City Council. This renewal will be for 5 years, retroactively starting on January 1.

Brian reported on the processing of EZIDs. The Association of Indiana Enterprise Zones will accept the 1% processing fee, not the State IEDC. Brian does not think this will affect the BUEA. The compliance fee will still be paid directly to the BUEA, and IAEZ will also be paid directly.

- **Financial Report** – Brian reported \$6900 was spent last month for zone art grant recipients. Final expenditures are \$191,000, which does not include the check for the CDFI. The balance from the budget is \$102,000 less than anticipated spending. However, some of this amount are committed to zone art grants and scholarships that will be reimbursed later.

Brian stated the amount in deposits last year was \$560,000 and \$229,000 was spent.

NEW BUSINESS

- 2019 Draft Budget Discussion and approval

Brian presented the 2019 draft budget. He explained some lines have been removed; Hospital Renovation Fee and Grease Interceptor program. Additions of \$5,000 to Advertising/Marketing which is under the administrative budget. Brian stated there have been a few applications for the business scholarship and felt it would be maximized this year. He added the group can discuss adding more money to this program. There is nothing in the budget this year for CDFI, and the one million will be shown as a 2018 carryover.

The overall consensus of the group was positive.

Motion was made and seconded to accept the proposed budget as it stands. The motion passed unanimously.

- Marketing/Communications plan

Brian presented a scope of work and job description for the hiring of a PR professional to help the BUEA advertise themselves, and what they offer to the community. Discussion ensued on the scope of work language and next steps.

There was discussion on how to spend the money, i.e., hire a firm, hire a freelancer, create a quasi-intern/fellow position. Brian stated his opinion was to hire an individual rather than a firm, so the money went for the work, rather than overhead, etc. Jane agreed, as a business owner, when she worked with firms it seemed there were many cooks in the kitchen, and a lot was lost in translation. Jane stated they have had success with freelancers. Julie agreed, and felt a freelancer is the bet as opposed to a firm; however, many years ago they did reach out to a graduate student which was also a success. Margaret felt she has had both positive and negative experiences with both freelancers, and firms.

This was not an action item. No vote taken, however, Brian did ask for feedback on what he presented. He will send the final version to the Board for review, then it will be sent out to a list of vendors.

The amount in the budget can be adjusted if needed.

There will be follow up at the next meeting.

UNFINISHED BUSINESS

- CDFI Update

Jane reported the first CDFI meeting has been held. The Board is called the CFB “CDFI Friendly Bloomington. Discussion ensued about how the CFB may evolve. In the year 2027, the founding organizations may lose their seat on the Board unless amended in the by-laws. Brian felt this may have been added so that it did not echo into perpetuity; if they don’t state what happens in 20 years, then we could be 150 years down the road, and that provision is still there. Alex agreed he did not believe it was a hard stop, it is an option. Alex stated, while he did not fully understand why this was added, he could surmise that the economics of the organization over time will start to change, they will be less dependent on seed funding and more dependent on other funds, and the board should reflect a different composition.

Brian stated next steps for the CFB will get be to get a bank account and hire someone to be the Executive Director. Mark has met his private fund raising goals so there will be a big announcement as to who the partners are. Alex added Mark will stay on for a while until the permanent staff is settled.

GENERAL DISCUSSION

Alex talked about Catalent which is an important project in the Zone. Alex will keep the Board updated as the project progresses. Catalent will be pursuing a traditional Tax Abatement. Brian added anyone working at Catalent would still qualify for the wage deduction.

ADJOURNMENT

Jane made a motion to adjourn. Julie seconded the motion. Meeting adjourned at 1:33 p.m.

		February 2019			
		BUEA Budget Report			
Administrative Budget	Budget Amount	Amount Spent This Month	Amount Spent To Date	Balance	
Professional Services	\$35,000.00	\$ -	\$ -	\$35,000.00	
Audit Services	\$1,000.00		\$ -	\$1,000.00	
Subscriptions/Dues	\$750.00		\$ -	\$750.00	
Professional Bonds	\$2,300.00	\$ 2,145.00	\$ 2,145.00	\$155.00	* Hylant Insurance
Miscellaneous Expenses	\$500.00		\$ -	\$500.00	
Advertising/Marketing	\$5,000.00		\$ -	\$5,000.00	
Total Administrative	\$44,550.00	\$2,145.00	\$2,145.00	\$42,405.00	
Program Budget	Budget Amount	2018 Carry-over	Amount Spent This Month	Amount Spent To Date	Balance
Education	\$39,840.00			\$ 32,540.00	\$7,300.00
School Grants	\$31,340.00		\$ 31,340.00	\$ 31,340.00	\$0.00
Resident Scholarships	\$6,000.00			\$ 1,200.00	\$4,800.00
Lemonade Day	\$2,500.00			\$ -	\$2,500.00
Business and Entrepreneurship	\$36,000.00			\$ 548.00	\$1,037,128.00
Business Scholarship Program	\$6,000.00	\$1,676.00	\$ 548.00	\$ 548.00	\$7,128.00
SBDC/Cook Center	\$30,000.00			\$ -	\$30,000.00
CDFI Project	\$0.00	\$1,000,000.00		\$ -	\$1,000,000.00
Arts and Culture	\$120,000.00			\$ 18,140.14	\$163,784.86
Zone Art Grants	\$40,000.00	\$38,000.00	\$ 8,140.14	\$ 8,140.14	\$69,859.86
Historic Façade Grant	\$50,000.00	\$23,925.00	\$ 10,000.00	\$ 10,000.00	\$63,925.00
City Art Program	\$30,000.00			\$ -	\$30,000.00
Total Program Budget	\$195,840.00	\$1,063,601.00	\$58,168.28	\$51,228.14	\$1,208,212.86
2018 Budget Summary	Budget Amount	2018 Carry-over	Amount Spent This Month	Amount Spent To Date	Balance
Administrative Budget	\$44,550.00	\$2,145.00	\$2,145.00	\$2,145.00	\$50,985.00
Program Budget	\$195,840.00	\$1,063,601.00	\$58,168.28	\$51,228.14	\$1,368,837.42
Grand Total Budget	\$240,390.00	\$1,065,746.00	\$60,313.28	\$53,373.14	\$1,252,762.86

PUBLIC RELATIONS PROFESSIONAL for BLOOMINGTON URBAN ENTERPRISE ASSOCIATION (BUEA)

REQUEST FOR QUALIFICATIONS (RFQ)

The Bloomington Urban Enterprise Association (BUEA) seeks a part-time public relations professional interested in creating a strategic communication plan. For more information, please contact Brian Payne, Director, at (812) 349-3419 or payneb@bloomington.in.gov.

The Bloomington Urban Enterprise Association (BUEA) is a 501(c)(3) non-profit organization whose mission is to provide the means to improve the economic, physical, and social environment for Zone residents and businesses. The BUEA funds several grants, scholarships, and other programs to carry out this mission – you can learn more at <https://bloomington.in.gov/business/buea>. This mission should be reflected within the overall strategic communications plan.

The Bloomington Urban Enterprise Association (BUEA) seeks a part-time public relations professional to create a strategic communications plan that raises awareness of BUEA programs and tax benefits, highlights BUEA funded projects, and increases visibility to expand BUEA's network and potential funding opportunities. The compensation for this work is \$5,000 and the deadline to submit qualifications for consideration is March 1, 2019.

Request for Qualifications

Deadline: March 1, 2019

Compensation: \$5,000

Job Description/Scope:

This person will be responsible for the creation of the overall communication strategy. They will develop a master strategic plan that will be reviewed by BUEA staff and board members. This document will include plans for:

- basic organization branding strategy
- the creation of innovative marketing materials and process to promote and describe BUEA grants, programming, and events
- increased social media presence through existing platforms and partners (e.g. City of Bloomington, The Mill, Chamber of Commerce)
- develop media outreach process and materials
- incorporating grant recipient feedback into the overall marketing strategy
- Specific implementation strategy

As part of its contract for administrative services with the City, the BUEA does have access to some hours from City of Bloomington interns. ESD Staff/Interns may be able to assist with execution of some portions of the communication strategy, including but not limited to:

- creating social media posts in accordance with social media calendar
- drafting routine or non-major press releases
- continually updating the public events calendar

Goals of Communication Strategy:

- Raise awareness of BUEA grants

- Highlight BUEA funded projects and successes
- Increases BUEA visibility within Bloomington, with the purpose of expanding BUEA's network and potential funding opportunities

SELECTION CRITERIA:

Applicants must demonstrate the following qualifications and qualities:

- *Experience*
- *Enthusiasm for project*
- *Excellent communication and organizational skills*

SUBMISSION REQUIREMENTS:

Resume

Statement of Qualifications (no more than 300 words)